RTNDA behind us, NRBA ahead
Slow start for the fall television season

Broadcasting Sep 14

The News Magazine of the Fifth Estate □ Vol. 101 No. 11 50th Year □ 1981

C 1750-1

Here's an offer that's short and to the point.

© 1981 Tandem Productions, Inc.

Diff'rent Strokes/'84

20814SCHWAG66B1 PIA JUN/82
A C SCHWARZ I NFO SRV
CONGRESSNL I NFO SRV
4520 EAST-WEST HWY
BETHESDA MD 20814

The First 50 Years Of Broadcasting
1978
□
PAGE 101

The Week in Brief

TOP OF THE WEEK

MAJOR MODEL BILLS FROM FCC ☐ Fowler draft would kill Section 315, ease station transfers, support deregulation lost in reconciliation bill. **PAGE 27.**

RTNDA LOOKS AHEAD ☐ New Orleans convention spotlights equipment, issues and developments in broadcast journalism's future. **PAGE 27.** Keynoter Wald discusses "terminal perkiness" and other concerns about local news. **PAGE 27.** Word of new radio network trade association comes out in New Orleans. **PAGE 29.**

PROSPECTS AND PROBLEMS OF HDTV ☐ New York SMPTE provides forum for manufacturers, networks and FCC experts to discuss timetable, shortcomings and blessings of high-definition TV. **PAGE 30.**

UNSELLING 9 KHZ ☐ U.S. and Canadian spokesmen see that as problem at Rio de Janeiro conference in November. NAB is briefed by head of U.S. delegation, and gets report on HDTV and DBS from association's consultant. **PAGE 32.**

SHUFFLING IN STARTING GATE ☐ Networks, hobbled by 13-week writers' strike, still have not locked in firm starting dates for many fall TV programs. **PAGE 32.**

UNEQUAL TREATMENT ☐ In supplemental brief to appeals court, RKO charges FCC acted in inconsistent and contradictory manner when it revoked broadcasters' TV stations. **PAGE 34.**

SPECIAL REPORT

SATELLITES HIGH FLIERS AT NRBA ☐ They're dominant topic at radio association annual convention this week in Miami Beach. Fowler, Packwood and Heftel addresses also highlight agenda. **PAGE 39.**

PROGRAMING

NO THANKS ☐ Mater rejects Wildmon's suggestion that CBS-TV develop monitoring system that CBTV could use. Credibility challenges exchanged by both. **PAGE 54.**

METROMEDIA ON THE MOVE ☐ Major expansion in programing begins with $1.5-million music special this month. **PAGE 56.**

TECHNOLOGY

STILL VIDEO CAMERA ☐ New Sony product stirs wave of interest that includes suggestions for use in broadcast and print journalism. **PAGE 68.**

BUSINESS

ECONOMIC SIGNPOSTS ☐ They will be raised next week in Washington when Broadcast Financial Management Association convenes. Newsmakers from government, business and media will provide much of input. **PAGE 73.**

MEDIA

HEARST HEADS FOR K.C. ☐ Group owner and publisher reaches agreement with Metromedia to purchase pioneer KMBC-TV for $79 million, second largest single station sale in history. It will give Hearst maximum five VHF's. **PAGE 81.**

LAW & REGULATION

JANKOWSKI ASKS HELP ☐ CBS/Broadcast Group president urges FCC to recommend repeal of political broadcasting law including fairness doctrine. He characterizes claim of spectrum scarcity as specious excuse to subject radio, TV to special regulation. **PAGE 93.**

1978

THE 'BROADCASTING' YEARS ☐ Congressman Lionel Van Deerlin spent much of 1978 in a running argument with broadcasters about his proposed recast of the Communications Act. ABC-TV continued to ride high in prime-time ratings, even though ace programer Fred Silverman left for the presidency of NBC. And in October, radio regulation became a gleam in the FCC's eye. **PAGE 101.**

PROFILE

WHAT'S A KLEIN & . . . ? ☐ It's a company name that tortures proofreaders but titillates prospective clients. It also exemplifies Bob Klein's mission to upgrade the quality and promotion of broadcast promotion. **PAGE 127.**

Index to departments

Bottom Line . . . 77

Business Briefly . . . 10
Changing Hands . . . 90
Closed Circuit . . . 9
Datebook . . . 16
Editorials . . . 130
Fates & Fortunes . . . 123
For the Record . . . 106
In Sync . . . 70
Intermedia . . . 82
Monday Memo . . . 24
Monitor . . . 62
Open Mike . . . 23
Playback . . . 52
Stock Index . . . 78
Washington Watch . . . 99

Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.75 except special issues $2.50. Subscriptions, U.S. and possessions: one year $50, two years $95, three years $135. Canadian and other international subscribers add $12 per year U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Weekly *Playlist* $12 annually. Annually: *Broadcasting Yearbook* $60.00. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

Index to advertisers ■ ABC Radio Enterprises 38 ☐ ABC Radio Network 35 ☐ American Chiropractic Association 99 ☐ Arbitron 3 ☐ Associated Press 17 ☐ Association of American Railroads 87 ☐ Beck-Ross Communications 14 ☐ Blackburn & Co. 90 ☐ Broadcast Personnel 123 ☐ Broadcast Programing Inc. 109 ☐ CBS Radio Network 47-49 ☐ CBS Owned Radio Stations Inside Front Cover ☐ Columbia College 68 ☐ Community Club Awards 16 ☐ Compact Video Sales 76 ☐ Computer Concepts 94 ☐ Continental Broadcasting Network 4-5 ☐ Continental Electronics 54, 62, 68, 109 ☐ Delta Airlines 18 ☐ Eastman Radio 43 ☐ Employers Reinsurance Corp. 75 ☐ Gannett 15 ☐ Grass Valley Group 6 ☐ Group W Productions 61 ☐ Harris 71 ☐ Ted Hepburn 91 ☐ Infocom Broadcast Services 46, 65 ☐ JVC 83 ☐ Katz 72 ☐ Lotus Reps 82 ☐ MCA-TV 20-23 ☐ Robert O. Mahlman Inc. 44 ☐ Jack Masla & Co. 8 ☐ Media People 125 ☐ Metro Weather 70 ☐ Microband 64 ☐ More Music Programming 60 ☐ Mutual Broadcasting Systems 69 ☐ Muzak 92 ☐ NEC Inside Back Cover ☐ Orange Productions 41 ☐ Otari 52 ☐ Shelton Leigh Palmer & Co. 100 ☐ Panasonic 63 ☐ Phillips & Co. 56, 106 ☐ Polygram 25 ☐ RKO Radio Sales 53, 55, 57 ☐ Radio Computing Service 85 ☐ Richter-Kalil 93 ☐ Satellite Communications Network 75 ☐ Satellite Music Network 66-67 ☐ Schulke Productions 51 ☐ SonoMag Corp. 89 ☐ Stainless 95 ☐ State Farm 97 ☐ TA Associates 50 ☐ TEAC Corp. 80 ☐ TM Programing 10 ☐ TV Log 73, 77, 81 ☐ Tandem Front Cover ☐ William B. Tanner 18 ☐ Teleworld 26 ☐ Torbet Radio 59 ☐ 20th Century-Fox TV 36-37 ☐ UREI 45 ☐ USPS 79 ☐ Utility Tower 88 ☐ Ward-Beck Back Cover ☐ Warner Brothers TV 11-13 ☐ Watermark 86 ☐ Western Cities 19 ☐ World Wide Bingo 54 ☐

New host. Jack Willis (l), VP programing for CBS Cable with host Patrick Watson (c) and CBS Cable president Dick Cox. CBS Cable debuts on Oct. 12 to 3 million subscribers.

Patrick Watson to be CBS Cable host

Veteran broadcaster to "personalize" evening's shows

Gearing up for its Oct. 12 premiere, CBS Cable last week announced the schedule for its first three weeks, and the selection of a network "host," veteran broadcaster Patrick Watson, whose job will be to "personalize" the cultural program package CBS will offer cable viewers.

The Canadian-born, perhaps best known to American viewers as the anchorman of *The Fifty-First State*, the WNET-TV New York public affairs series, 10 years ago, will work to generate an image of "a home for CBS Cable," according to CBS Cable President Tony Cox. To accomplish that end, Watson told members of the press last Tuesday, he'll "look at everything" CBS Cable will cablecast, and compose "something intelligent to say" to "let people know what they are in for."

Watson's introduction came at the New York studios CBS Cable is leasing from National Video, where Watson's material and other programing for the service will be taped. According to Watson, virtually the only program he won't pre-screen will be the biweekly *Mixed Bag* series, half-hour programs co-hosted by Watson and series' executive producer, Greg Jackson. *Mixed Bag* is billed as presenting "assorted people, places and goings-on in the wide world of art and culture."

Answering questions about other aspects of the service, Cox noted that "response from Madison Avenue has been good" (CBS Cable is designed to be advertiser-supported) although "orders have been slow." CBS has orders "in house" from advertisers, Cox said, but right now "there is some price testing going on."

When CBS Cable is launched at 7:30 p.m. Eastern time on Oct. 12, it will be available to 3 million cable subscribers, according to Cox. The schedule on weekdays will start at 7:30, and on weekends at 8. The three-hour blocks of programing will be repeated to fill out 12 hours each day.

Among the programs to be presented in the first three weeks of CBS Cable (which Cox called "fairly typical" of what the service will regularly offer) are a one-hour "theatrical/musical" created for CBS Cable by Elizabeth Swados entitled *Songs of Innocence and Experience;* a 17-minute adaptation of James Thurber's short story, "Mr. Preble Gets Rid of His Wife," (the "odd-length" demonstrating CBS said, "the versatility and diversity of CBS Cable"); three installments of a nine-part biographical series, *Napoleon and Love;* a weekly half-hour series, *Botanic Man,* in which botanist Dr. David Bellamy will "tell the story of evolution."

Ratings Roundup

CBS-TV continued its summer winning streak, earning its 16th consecutive prime-time victory with the week ended Sept. 6. Its competitors, however, reversed their usual roles, with NBC-TV climbing out of the basement for a close second and ABC falling to third.

The averages were CBS 14.4 rating/26 share, NBC 14.1/26 and ABC 13.5/25.

Original programing accounted for about 16% of the three-network lineup. Of the 61 shows overall, only 10 were first-run to TV including three sports broadcasts and three news programs. Just one original—ABC's ***20/20*** newsmagazine (15.8/29)—ranked in the top half of the ratings, at 22d place.

The week also saw a six-minute football overrun into prime time for NBC on Sunday. This gave the network a brief 15.9/20, numbers that dropped dramatically when ***Disney's Wonderful World*** (10.7/24) succumbed to CBS's ***60 Minutes*** (15.8/35).

Nevertheless NBC won Sunday, bolstered by the ***Big Event*** movie, "Desperate Women" (15.1/28). NBC, as usual, also took Wednesday. CBS won Monday, Friday and Saturday and ABC led on Tuesday and Thursday.

Outside prime time, ABC News's ***World News Tonight*** kept up its challenge to the ***CBS Evening News with Dan Rather.*** CBS, with Rather back from vacation, scored an 11.2/24, only one-tenth of a rating point higher than ABC's 11.1/24. A week earlier, while Lesley Stahl was substituting for Rather, ABC won by half a rating point ("Ratings Roundup," Sept. 7). The ***NBC Nightly News*** was third both weeks.

The First 20

1.	*M*A*S*H*	CBS	22.1/34
2.	*Three's Company*	ABC	21.3/35
3.	*House Calls*	CBS	21.0/33
4.	*Dukes of Hazzard*	CBS	20.9/39
5.	*Too Close for Comfort*	ABC	20.8/34
6.	*Diff'rent Strokes*	NBC	19.5/32
7.	*Facts of Life*	NBC	18.5/30
8.	*Laverne & Shirley*	ABC	18.3/31
9.	*Hart to Hart*	ABC	18.2/32
10.	*Airport 77, part II (movie)*	NBC	18.2/30
11.	*Happy Days*	ABC	17.8/32
12.	*Dallas*	CBS	17.5/34
13.	*Lou Grant*	CBS	17.3/30
14.	*Quincy M.E.*	NBC	17.2/31
15.	*Bosom Buddies*	ABC	17.0/30
16.	*Taxi*	ABC	16.7/28
17.	*Breakhartpass (movie)*	NBC	16.6/29
18.	*Barney Miller*	ABC	16.0/28
19.	*Three Days of the Condor (movie)*	CBS	15.9/32
20.	*60 Minutes*	CBS	15.8/35

The Final Five

57.	*Enos*	CBS	10.4/22
58.	*Major League Baseball Pregame show*	NBC	9.9/22
59.	*Major League Baseball*	NBC	9.8/19
60.	*Sinbad and the Eye of the Tiger (movie)*	ABC	9.5/20
61.	*240-Robert*	ABC	9.5/20

■ Long Valley, Calif.—Mono County Service Area No. 1 for ch. 60 (BPTT-810305IQ).

■ Nucla, Naturia and Uraven, all Colorado—Montrose county for ch. 49 (BPTT-810306II).

■ Bethany, Mo.—Elba Development Corp. for ch. 55 (BPTT-810424IC).

■ Harlowton, Two Dot and Martinsdale, all Montana—Marlo TV Associations for ch. 59 (BPTT-810511IZ).

■ Harlowton, Two Dot and Martinsdale, all Montana—Marlo TV Association for ch. 61 (BPTT-810511JD).

■ Calais, Me.—WLBZ Television Inc. for ch. 57 (BPTT-801221F).

■ Wolf Point, Mont.—Wolf Point TV District for ch. 61 (BPTT-790606ID).

■ White Sulphur Springs, Mont.—Meagher County TV District for ch. 57 (BPTT-790807IA).

■ Grant City, Mo.—Elba Development Corp. for ch. 57 (BPTT-810424ID).

■ Eureka, Diamond Valley, Duckwater, Railroad Valley and Currant Creek, all Nevada—Eureka Television District for ch. 63 (BPTT-8108041A).

■ Arroyo Seco, N.M.—Regents of the University of New Mexico and the Board of Education of the City of Albuquerque for ch. 55 (BPTT-810618II).

■ Alva, Okla.—Oklahoma Educational Television Authority for ch. 30 (BPTT-801112IA).

■ Ardmore, Okla.—Oklahoma Educational Television Authority for ch. 28 (BPTT-801114IU).

■ Durant, Okla.—Oklahoma Educational Television Authority for ch. 46 (BPTT-801114IW).

■ Medford, Okla.—Oklahoma Educational Television Authority for ch. 46 (BPTT-801112JA).

■ Ponca City, Okla.—Oklahoma Educational Television Authority for ch. 38 (BPTT-801114IV).

■ Strong City, Leedy and Hammon, all Oklahoma—Northfork TV Translator System for ch. 40 (BPTT-810622JL).

■ Strong City, Leedy and Hammon, all Oklahoma—Northfork TV Translator System for ch. 38 (BPTT-810622JK).

■ Strong City, Leedy and Hammon, all Oklahoma—Northfork TV Translator System for ch. 42 (BPTT-8106ZZJM).

■ Milton-Freewater, Ore.—Citizen's TV Inc. for ch. 65 (BPTT-810505IK).

■ Gothenburg, Neb.—Cornhusker Television Corp. for ch. 27 (BPTT-810305IQ).

■ Duchesne, Utah—Duchesne county for ch. 47 (BPTT-810316IS).

■ East Carbon City, Utah—Carbon county for ch. 47 (BPTT-810408JD).

■ Laketown and Garden City, both Utah—Rich county for ch. 38 (BPTT-810203IX).

■ Randolph and Woodruff, both Utah—Rich county for ch. 49 (BPTT-810203JB).

■ Randolph and Woodruff, both Utah—Rich county for ch. 51 (BPTT-810203IZ).

■ Randolph and Woodruff, both Utah—Rich county for ch. 53 (BPTT-810203IY).

■ Randolph and Woodruff, both Utah—Rich county for ch. 47 (BPTT-810203JA).

■ Roosevelt, Utah—Duchesne county for ch. 55 (BPTT-810316IR).

■ St. George, Utah—Washington County Television Department for ch. 53 (BPTT-810714IG).

■ Vernal and Bonanza, both Utah—Uintah county for ch. 51 (BPTT-810316IP).

■ Bondurant, Wyo.—Harriscope Broadcasting Corp. for ch. 69 (BPTT-810505II).

■ Jackson, Wyo.—Harriscope Broadcasting Corp. for ch. 56 (BPTT-810505IJ).

VHF translators

■ Parachute, Colo.—Sky-Window TV Inc. for ch. 2 (BPTTV-810609IC).

■ Allagash, Me.—Allagash Plantation for ch. 2 (BPTTV-810319IO).

■ Broadus, Mont.—Power River County TV Board for ch. 8 (BPTTV-801020IG).

■ Rural area west of Broadus, Stacey and Sayle, all Montana—Powder River County TV Board for ch. 10 (BPTTV-801020IH).

■ Circle, Mont.—Circle TV Booster Club for ch. 6 (BPTTV-790606IB).

■ Roundup, Mont.—Roundup TV Tax District for ch. 9 (BPTTV-801224IA).

■ Timberon, N.M.—Sara Diaz Warren for ch. 12 (BPTTV-801104II).

■ Livingston and Lake Livingston area, Texas—Harold J. Haley tr/as Polk County Broadcasting Co. for ch. 5 (BPTTV-810206IV).

■ Clarks Fork area and Sugarloaf Mountain area, Wyo.—Park County for ch. 2 (BPTTV-810622JH).

■ Clarks Fork area and Sugarloaf Mountain area, Wyo.—Park County for ch. 6 (BPTTV-810622JJ).

■ Rural North Fork and South Fork of Shoshone River area, Wyo.—Park County for ch. 7 (BPTTV-810622JE).

■ Rural North Fork and South Fork of Shoshone River, Wyo.—Park County for ch. 9 (BPTTV-810622JD).

■ Rural Sunlight Basin and Clarks Fork area, Wyo.—Park County for ch. 11 (BPTTV-810622JA).

■ Rural Sunlight Basin and Clarks Fork area, Wyo.—Park County for ch. 13 (BPTTV-810622JI).

■ Upper South Fork and Shoshone River rural area, Wyo.—Park County for ch. 6 (BPTTV-810622JB).

■ Upper South Fork and Shoshone River rural area, Wyo.—Park County for ch. 2 (BPTTV-810622JC).

■ Wood River area and Upper Greybull area, Wyo.—Park County for ch. 4 (BPTTV-810622JF).

■ Wood River area and Upper Greybull area, Wyo.—Park County for ch. 7 (BPTTV-810622JG).

Other

■ Regulatory Review Working Group has been established in Office of General Counsel. As announced by Chairman Fowler during oversight hearings before the House Subcommittee on Telecommunications, Consumer Protection and Finance on July 23, task of this group is to assist Bureaus and Offices in comprehensive, systematic review of each of FCC's rules and policies looking toward overall agency objective of eliminating unnecessary rules, regulations and policies. Ann. Aug. 18.

■ Denied motion by Advance Inc., for extension of time to reply to request by Satellite Television Corp. that FCC return as unacceptable for filing several applications for interim Direct Broadcast Satellite Systems, in matter of applications of Advance Inc., Focus Satellite Broadcast Co., Home Broadcast TV Partners, National Christian Network, Inc., Satellite Development Trust, and Unitel Corp., for establishment of direct broadcast satellite systems in 12.2-12.7 ghz frequency bands (Gen. Doc. 8-603). Action Aug. 19.

■ Total of 13,209 complaints from public was received by Broadcast Bureau in July 1981, increase of 6,942 over June. Other comments and inquiries for July totaled 830, decrease of 11 from previous month. Bureau sent 1,497 letters in response to these comments, inquiries and complaints. Ann. Sept. 2.

■ Correction: Release of Aug. 20, 1981 (Action in Docket Case Report No. 16546), inadvertently noted FCC had proposed assigning 98.3 mhz to Augusta, Ga. It should have said 98.3 mhz has been assigned to that city.

■ Correction: Release of Aug. 26, 1981 (Action in Docket Case Report No. 16556), inadvertently noted FCC had reassigned 98.3 mhz to Morton, Tex. It should have said that channel assignment had been retained at Farwell, Tex.

■ Report No. 31-RP "Results of Conversion of AM Broadcast Stations to Standard Radiation Patterns" was released today and is available on "inspection only" basis from Office of Public Affairs, Room 207, 1919 M St., N.W., Washington, D.C. Copies may be purchased through Downtown Copy Center, 1114 21 St., N.W., Washington, D.C. (202) 452-1422.

Call Letters

Applications

Call	Sought by
	New FM
KEWB	Jancur Inc., Anderson, Calif.
	Existing AM's
WSWF	WAYK Lehigh Acres, Fla.
WMOE	WNFR Alpharetta, Ga.
WKXJ	WCKQ Campbellsville, Ky.
WAAV	WGNI Wilmington, N.C.
	Existing FM's
WSWF-FM	WSWF Lehigh Acres, Fla.
KYCK	KDWZ Crookston, Minn.
WGNI	WAAV Wilmington, N.C.
WZXY	WGAT-FM Gate City, Va.

Grants

Call	Assigned to
	New FM's
KMGQ	Goleta Communications Corp., Goleta, Calif.
KDWD	Hensley Broadcasting Inc., Burlington, Iowa
KLLM	Ices Inc., Forks, Wash.
KSIT	Imperial Broadcasting Inc., Rock Springs, Wyo.
	Existing AM's
WNSI	WLCY St. Petersburg, Fla.
WVGO	WVIC East Lansing, Mich.
WENR	WEHA Englewood, Tenn.
	Existing FM's
KJJO	KRSI-FM St. Louis Park, Minn.
WRVW	WHUC-FM Hudson, N.Y.
WLTY	WKEZ Norfolk, Va.
	Existing TV's
KVIQ	KVIQ-TV Eureka, Calif.
WLTZ	WYEA-TV Columbus, Ga.
WLTY	WKEZ Norfolk, Va.

Summary of broadcasting

FCC tabulations as of June 30, 1981

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,615	3	1	4,619	121	4,740
Commercial FM	3,322	2	0	3,324	170	3,494
Educational FM	1,105	0	1	1,106	66	1,172
Total Radio	9,042	5	2	9,049	357	9,406
Commercial TV						
VHF	521	1	0	522	6	528
UHF	242	0	0	242	109	351
Educational TV						
VHF	103	1	3	107	6	113
UHF	156	2	4	162	17	179
Total TV	1,022	4	7	1,033	138	1,171
FM Translators	8	0	0	8	16	24
TV Translators						
UHF	2,616	0	0	2,616	220	2,836
VHF	1,410	0	0	1,410	480	1,890

*Special temporary authorization

**Includes off-air licenses